

**Meeting Date: July 30, 2018**

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***Review and Consideration of the Delta Sign Plan***

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**Staff Report**

**RECOMMENDATION**

Staff recommends that the Board review and consider the final Delta Sign Plan.

**DESCRIPTION**

The Delta Marketing Task Force outlined the need for improved signage in the Delta Tourism Awareness 5-year Marketing Plan. To accomplish this goal, with funding from the Delta Stewardship Council, the Delta Conservancy initiated a planning effort to develop a Delta Sign Plan and collaboratively design various types of signs for the Delta. The development of the sign plan and sign designs consisted of a robust public outreach effort including public meetings and direct outreach to Delta organizations. In partnership with the Delta Protection Commission, the Conservancy provided funding to support professional services and organizational support to allow the interested community to develop a Delta Sign Plan.

The final draft of the Delta Sign Plan was released for public comment in April and two additional public meetings were held in the Delta to receive comments. The final draft is presented for review and consideration.

**BUDGET**

The Delta Stewardship Council provided \$68,100 in planning funds to the Delta Conservancy to support the project through June 2018. The funding provided for a contract to develop the Sign Plan and designs, a facilitator for the public meetings, and for Delta Conservancy staff time. The Delta Conservancy has provided \$75,000 to the Delta Protection Commission to support the manufacture and placement of a small number of signs now that the planning process is complete.

**Contact**

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